




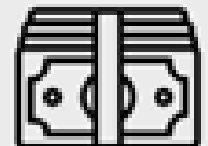
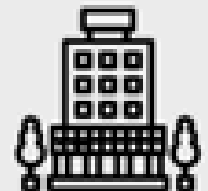
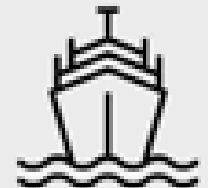
RAPPORT ANUAL

2023

PRESENTACION NA PRENSA

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★ TURISMO 2023

Recovery vs 2019		2020 Actual	2021 Actual	2022 Actual	2023 Target	2023 Actual
	Stay-over Visitor Arrivals	33%	72%	98%	105%	111%
	Tourism Receipts	51%	85%	118%	117%	134% ¹
	Hotel Performance RevPAR	38%	64%	100%	100%	114%
	Cruise Visitor Arrivals	31%	16%	73%	90%	98%

★ TURISMO 2023



TOURISM RECEIPTS

TA PROYECTA DI A SERA 2023 CU UN **CRECIMENTO** HISTORICO DI

34%

COMPARA CU 2019!

E AÑA MAS FUERTE CU ARUBA A CONOCE PROMER CU E PANDEMIA.



AVERAGE DAILY TOURIST SPENDING

TA PROYECTA DI A SERA AÑA 2023 CU UN **AUMENTO** DI

26%

COMPARA CU 2019

AVERAHE CU CADA BISHITANTE 'STAY-OVER' TA GASTA PA DIA.

TURISMO 2023

ACOMODACION



★ FINANSAS

ENTRADA Y GASTO

(in millions of Aruba florins)

	2023	2022
Total Revenue	121.3	123.8
Total Marketing	76.1	68.2
Total OPEX	12.7	12.8
Net result	32.5	42.8

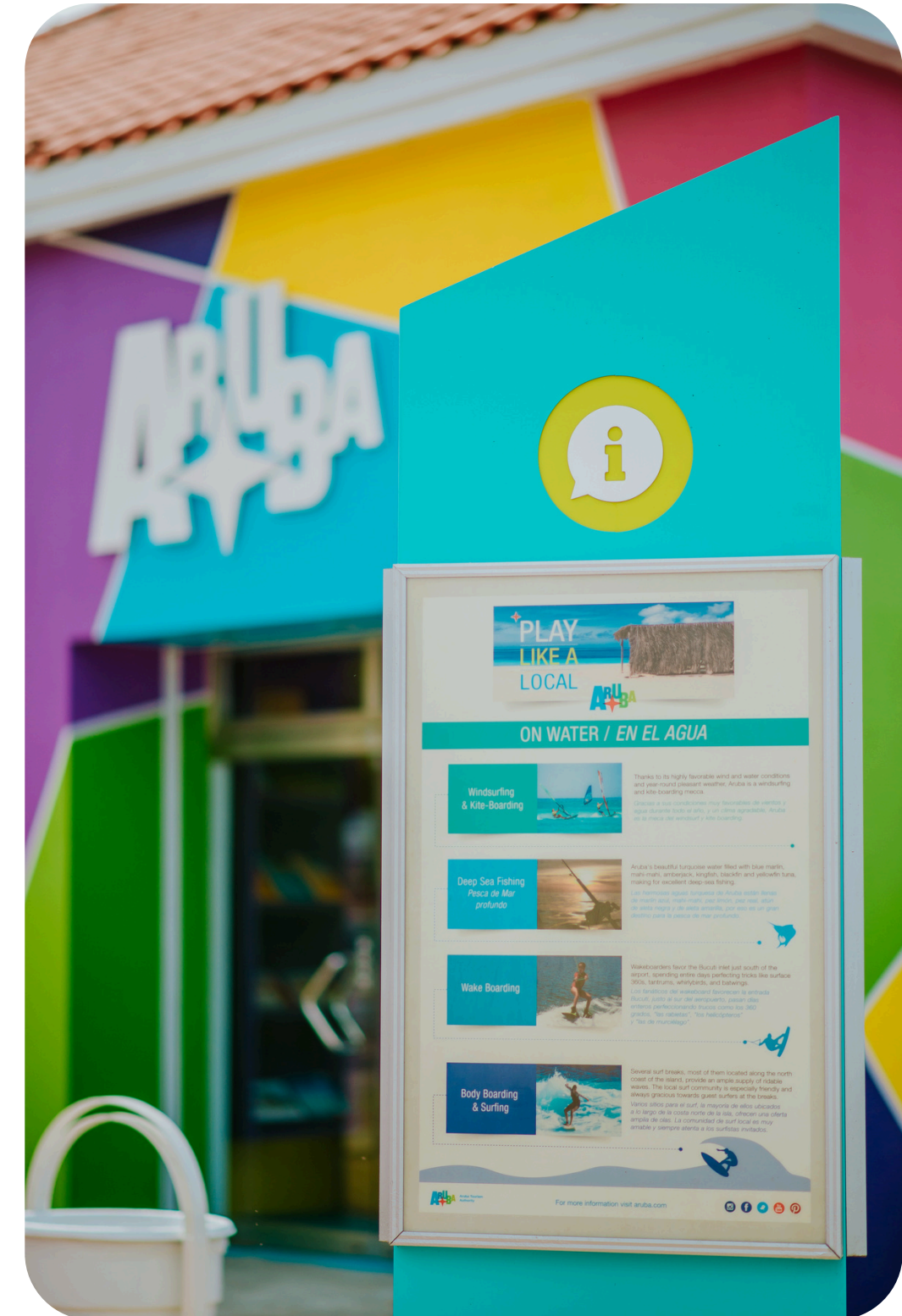
HIGH VALUE - LOW IMPACT SUSTAINABLE TOURISM GROWTH MODEL



★ VISION



★ VISION



★ VISION



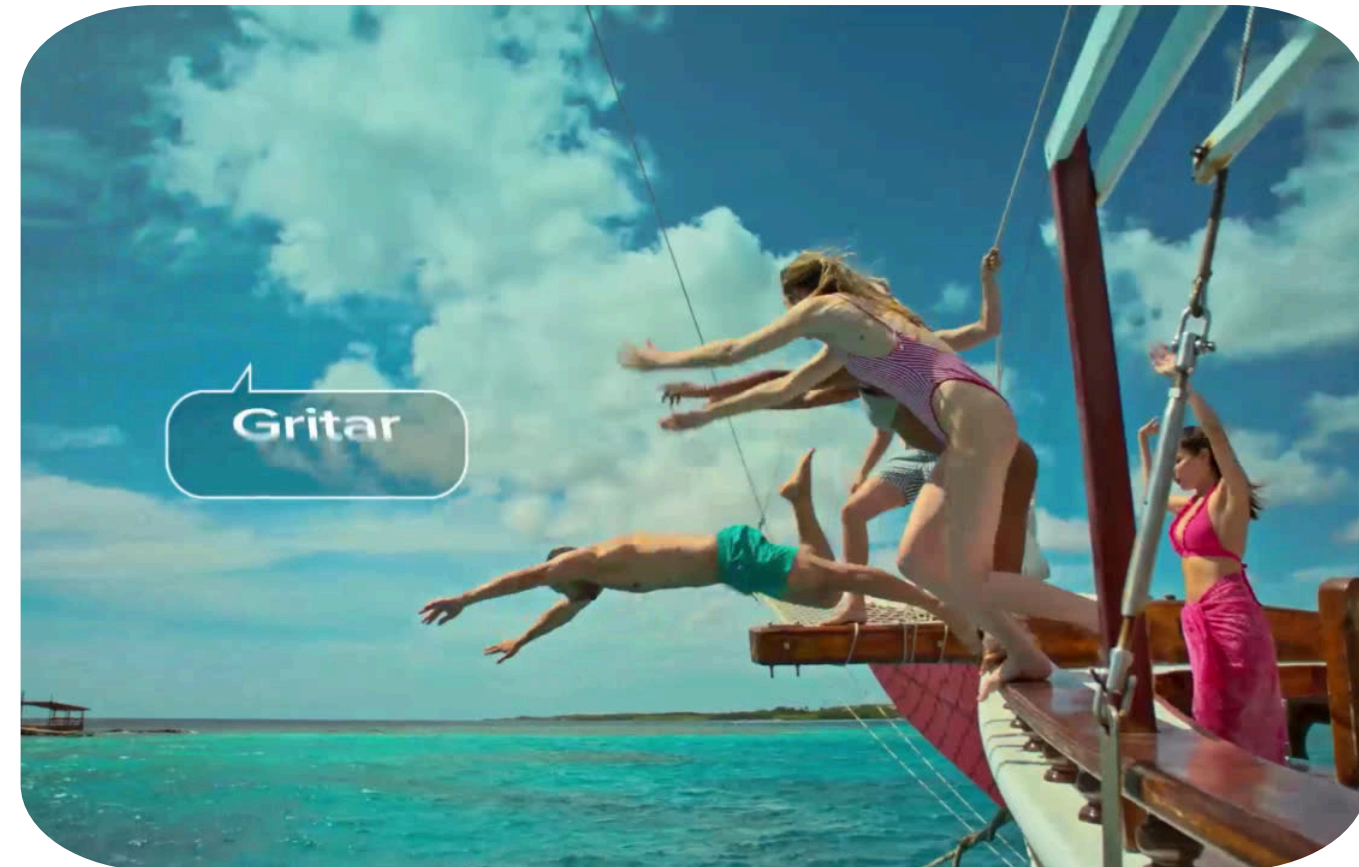
★ MERCADEO INTERNACIONAL- NA



★ MERCADERO INTERNACIONAL- EU



★ MERCADEO INTERNACIONAL- LATAM





RAPPORT ANUAL

2023

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